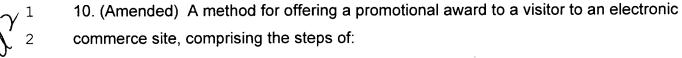
- 2. (Amended) The electronic commerce apparatus of claim 1, wherein said visitor parameter storage comprises a number of previous visits storage that stores a number corresponding to the total number of visits to said site by a particular visitor, and wherein said awards rule storage stores an awards rule that determines a specific promotional award based on a number of previous visits to said site by a visitor as stored in said number of previous visits storage.
- 3. (Amended) The electronic commerce apparatus of claim 1, wherein said visitor parameter storage comprises an award time storage that stores a time of a last award to a particular visitor, and wherein said awards rule storage stores an awards rule that determines a specific promotional award based on whether a predetermined time period has elapsed since said last award.
- 4. (Amended) The electronic commerce apparatus of claim 1, wherein said visitor parameter storage comprises an award amount storage that stores a cumulative total value of awards credited to a particular visitor, and wherein said awards rule storage stores an awards rule that determines a specific promotional award based on the cumulative total award value stored in said award amount storage.
- 5. (Amended) The electronic commerce apparatus of claim 4, wherein said award 1 2 amount rule contains a predetermined promotional award limit.
- 6. (Amended) The electronic commerce apparatus of claim 5, wherein said award limit 1 is reset to zero when said visitor makes a purchase from said site. 2
- 7. (Amended) The electronic commerce apparatus of claim 2, wherein said promotional 1 award according to said awards rule increases with successive visits by said visitor.





1

1

2

3

5



detecting a site visit by a visitor and keeping track of a number of visits to said site and a number of purchases from said site by individually identified visitors; and granting a promotional award to said visitor in accordance with award rules pertaining to the number of visits to said site by said visitor and purchases from said 7 site by said visitor; wherein said visitor is motivated to make multiple site visits and a purchase as a result of said promotional award. 1 19. (Amended) A method for offering a promotional award to a visitor of an electronic commerce site, comprising the steps of: 2 detecting a site visit by a visitor and storing information identifying a visitor and identifying prior promotional awards credited to said visitor; determining whether said visitor has already exceeded a predetermined promotional award limit; granting a promotional award to said visitor if said visitor has not exceeded said 7 predetermined promotional award limit and updating the value of said prior credited promotional awards associated with visitor identification information; 9 wherein said visitor is motivated to make multiple site visits and a purchase as a 10 result of said promotional award. 11 24. (Amended) The method of claim 19, wherein said promotional award is credited to

a purchase price if said visitor makes a purchase.